

Jockey's Ridge State Park

Summary

Jockey's Ridge State Park is located in the East District in Dare County.

Jockey's Ridge State Park Visitors

In 2004, there were 871,572 visitors to Jockey's Ridge State Park. Of those, 7 percent (58,105) were from Dare County (locals); 25 percent (214,988) were primary purpose, non-local visitors (visitors residing outside of Dare County that are in the area for the primary purpose of visiting the park); and 69 percent (598,479) were casual use, non-local visitors (visitors residing outside of Dare County that are in the area for reasons other than visiting the park) (Figure 39).

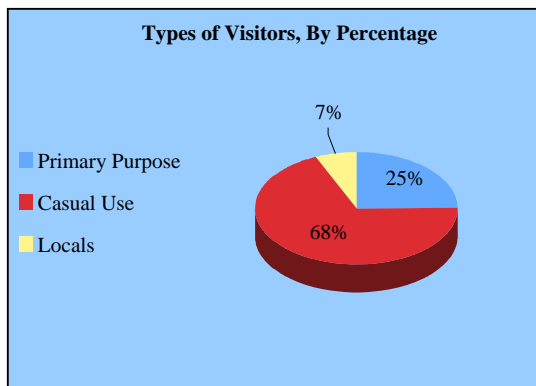


Figure 39. Jockey's Ridge - Types of Visitors

Visitors typically enjoy hiking, educational activities, and "other activities," (hang-gliding) at the park (Figure 40).

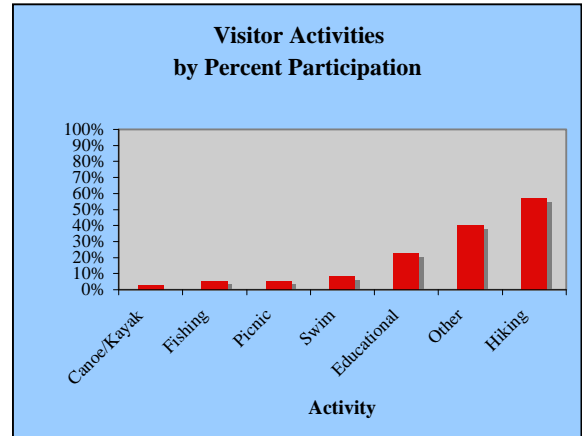


Figure 40. Jockey's Ridge - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Dare County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$10,760,645 while visiting the region. A bulk of that amount was spent on lodging, dining out, and retail shopping (Figure 41).

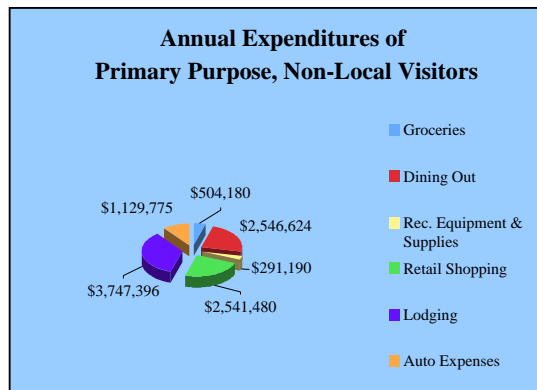


Figure 41. Jockey's Ridge - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Jockey's Ridge are especially important to the local economy. They bring and spend dollars from outside Dare County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Jockey's Ridge State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$13,660,229. Most of this impact occurred in the form of spending for lodging, retail shopping, and dining out. (Figure 42).

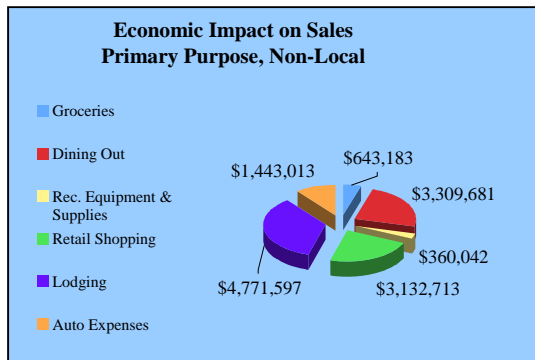


Figure 42. Jockey's Ridge - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$5,445,062 (Figure 43). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

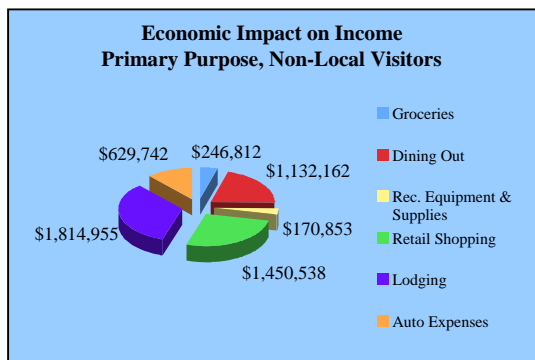


Figure 43. Jockey's Ridge - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 247.8 full-time equivalent jobs in Dare County (Figure 44).

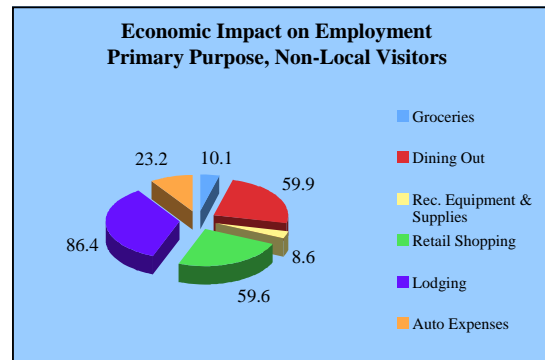


Figure 44. Jockey's Ridge - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$446,309. Table 11 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 11. Jockey's Ridge - Economic Impacts of Operating Budget and Overall Economic Impact

| Impact Category | State Operating Budget | Overall Impacts |
|-----------------|------------------------|-----------------|
| Sales | \$595,692 | \$14,255,921 |
| Personal Income | \$415,526 | \$5,860,588 |
| Employment | 11.2 | 259 |

How the State's Investment Benefits Dare County

The state's operating budget for Jockey's Ridge State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Jockey's Ridge for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Jockey's Ridge State Park, that ratio is 1:15. Therefore, local residents receive a benefit of \$15 for every dollar the state invests.